

## Research on Human Resource Management Model Based on New Business Sharing Economy

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**Abstract:** Information technology has promoted the reform of business development and produced a new business model of shared economy, which has become the new normal in the industry. Based on the new business sharing economy development mode, the enterprise human resources management environment has also appeared the new change, the talent mobility is strong, has increased the enterprise human resources management difficulty. Facing the current situation of human resources management in new enterprises, enterprises should recognize and master the theoretical knowledge of shared economy, understand the needs of human resources management under the new business situation, optimize and change the human resources management mode of enterprises from many aspects, and make full use of enterprise human resources to promote the development of enterprises. Therefore, the article will carry on the thorough research to the new business form sharing economy enterprise human resources management pattern.

### 1. Introduction

Sharing economy as a new business model, with the help of Internet information communication instant sharing goods, make full use of all resources, but also provide convenience for people's lives, promote the development of business. In the mode of sharing economy, because the Internet information can not be truly checked, it also brings many problems such as legal convenience, security trust, supervision and management, and increases the difficulty of enterprise human resources management. In view of this, the article will carry on the research to the enterprise human resource management pattern under the new form.

### 2. Summary of New Business Sharing Economy

Sharing economy refers to the new economic model of using the Internet platform to provide the precise information of service supply and demand for commercial docking to realize the precise allocation and efficient utilization of resources, as shown in Figure 1[1].



Figure 1 Shared economy model

Originally, the theory of shared economy was proposed by Professor Marcos Philson (USA), pointing out that "collaborative consumption" is a new consumption mode, which can realize the precise docking of service buyer and provider support with the help of third party platform, thus realizing individualized service. The theory of shared economy has been fully practiced in our country, and has achieved great development results, such as DiDi (figure 2), Uber and so on, which provide people with convenient, fast, healthy and sustainable business services, and make full use of social idle resources. From 2014 to 2020, the market for the shared economy is huge, from \$10 billion to \$100 billion, and is expected to reach \$400 billion by 2025, with an annual growth rate of 25 to 35 percent[2]. At present, the sharing economy has dabbled in many fields, such as education, tourism, accommodation, transportation, clothing and so on.



Figure 2 DiDi platform

According to the theory of shared economy, the shared economy needs the Internet platform as the information provider, and uses the commercial resources through the cooperative consumption mode. Internet platform is an open network information platform, with the help of its information, it must also face information security problems, if the information security processing is not in place, it may lead to the disclosure of information between the service buyer and the provider. In addition, due to the lack of strong monitoring channels, the authenticity of information has been tested, and the commercial integrity of both sides is difficult to be effectively verified. In the process of sustainable development of shared economy mode, it is also inevitable to carry out in-depth research on this issue.

The impact of shared economy on the development of enterprises is all-round, which not only changes the business operation mode of enterprises, but also has an important impact on its internal development, cultural construction, resource utilization and so on. Especially in the aspect of human resource management, talents can get more employment information and promote the talent flow. Therefore, under the new form of common economy, enterprises must seriously consider how to carry out human resource management to deal with the change of environment and optimize human resources under the condition of ensuring stable operation, thus promoting the long-term development of enterprises.

### 3. Human Resource Management Demand of New Business Sharing Economy

#### 3.1. Decentralized Management

Internet can provide a lot of data information, while meeting the information needs of different information acquirers and publishers, expand the information coverage, reduce the information exchange link, share economic enterprises to achieve flat information management, and as a learning enterprise to grow, as shown in figure 3. In the new business, if the enterprise still adopts multi-level management mode obviously can not meet the new information exchange demand, can not adapt to the network information, flat demand. In the information age, it has changed the relationship between people, people and organizations, emphasized the equality of both sides, and broke through the concept of superior and subordinate management. In the enterprise human

resources management, the management purpose, the management core, the management task, the management demand are all in order to serve the customer, attaches importance to the customer's experience feeling of using the product. Therefore, the employees in the new business are in a state of high autonomy, emphasizing the individual "responsibility drive" of employees.



Figure 3 Learning enterprise flat management model

For example: in the DiDi sharing platform, the ride-hailing driver as part of the enterprise staff, its own and the organization is equal relationship, the driver has the right to receive orders and not to receive orders, and can choose their own rest and operation time. Under the mode of sharing economy, the relationship between employees and enterprises is more loose, employees have more choice rights, enterprises can not meet the needs of various enterprises through the traditional multi-level "hard" management mode in the management process, most of the time rely on employees to manage themselves.

### 3.2. Standard Procedure Selection

Under the traditional mode, in the process of recruiting employees, enterprises need to carry out written examination and interview to employees, and have obvious subjectivity and instability in the process of selecting and educating people. Under the new business environment, the selection and education standard is more objective, can select the employees needed by the enterprise through the fixed procedure. For example, Airbnb is a short-rental platform with fixed standards for selecting and educating people. Registered landlords need to provide information that meets the requirements of the platform. In the new business model, the selection of people standardized, fluent, Airbnb has registered more than a million landlords in a short period of time, and in about 200 countries, covering about 34000 cities, tens of millions of tenants[3].

DiDi companies have spread across cities in China, but there are only dozens of employees, but there are hundreds and thousands of drivers and other workers. In the process of selecting talents, enterprises set employment standards by means of information technology, and the drivers of the network only need to provide complete information according to relevant regulations, and have a driving age of more than 3 years. In the process of training, DiDi enterprises are also through online training to help the network ride-hailing network to improve work skills, thus truly achieve flat management.

### 3.3. Performance Appraisal Mechanism

Performance evaluation is an important way to tap the potential of employees and improve their efficiency. Traditional performance appraisal mechanism, performance appraisal personnel are usually directly related to the personal interests of employees, and according to the performance of employees to reward and punish. However, under the new economic model, the network platform is not the main body of performance appraisal, and no longer adopts the whole year performance appraisal mode, even if it is the net net platform service object, it is only one of the main body of performance appraisal[4].

In the new mode of business environment, the network platform no longer fully has the function of assessment and settlement, but with the help of the complete service evaluation system to let the service object and the service provider directly docking, and immediately pay wages, bypassing the

platform itself. Under the new business form sharing economy mode, the performance appraisal model pays more attention to the user's experience feeling, the employee also pays more attention to mold the individual brand, accumulates the personal prestige, not only provides the high-quality information service for the enterprise, but also can obtain the more economic reward.

#### **4. New Business Sharing Economy and Strategy for Strategy Optimization**

##### **4.1. Strengthening Selection and Education**

Under the new model, the self-autonomous ability of employees affects the service effect, and also directly relates to the development of enterprises. Under the new business pattern, the enterprise employees cover all the cities in the country, the number is also very large, but this also makes it more difficult to manage the enterprise. Although the process of selecting and educating people by means of information technology, the quality of candidates is quite different, and some candidates even use PS technology to make false information materials or steal other people's information to join the enterprise platform, thus causing a variety of hidden dangers. The enterprise carries on the training to the staff through the network platform, but can not guarantee the training quality. To this end, enterprises should strictly control the quality of selecting people to educate people, and with the public security, communications, network letter and other departments to cooperate to fully understand the applicant information. In training, enterprises should increase legal knowledge training, and provide network training results evaluation function, staff skills assessment.

##### **4.2. Do a Good Performance Appraisal**

Although the performance appraisal has got rid of the "top-down" performance appraisal mode, it also needs to provide the high-quality service to the customer through the effective performance appraisal mode, encourage the staff to participate in the enterprise operation, enhance its work participation, thus help the long-term development of the enterprise[5]. Therefore, enterprises can optimize the evaluation effect through electronic performance evaluation in the process of performance appraisal, and from the professional quality, professional ability, vocational skills three aspects of performance evaluation, give employees a certain amount of subsidies, stimulate the potential of employees to work, strengthen staff self-discipline.

##### **4.3. Security Issues**

Under the new mode of sharing economy, the quality of employees in enterprises is uneven, and there are serious security problems, such as sexual harassment of passengers in DiDi and accidental death of tenants in Airbnb, which expose the safety and security problems in enterprises under the mode of sharing economy [6]. Based on this, the enterprise should strengthen the identity information audit, ensure the consistency, authenticity and compliance of the applicant and the application data, and do a good job of platform function construction. For example, when a registered car is not consistent with a person, it will result in a system identification failure. Only by strengthening the safety and security problems, can we truly solve the worries of enterprises and employees and break through the limitations of the development of shared economy model.

#### **5. Conclusion**

Information technology, as the latest frontier high-tech, has promoted business reform and formed a new business model of shared economy, which has an important impact on human life. Information technology brings great convenience to human life and makes information dissemination more timely, spatial and scale. But it should also be seen that information technology is like a double-edged sword, but also to the use of resources, talent flow and other aspects of the challenge. Facing the new form of sharing economy, enterprises should do a good job of human resources management, improve the internal management ability of enterprises, and promote the long-term development of enterprises.

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